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# Dayton Chapter National Alumni Association Decides to Focus on "Service to the Alumni"

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Greater Dayton Chapter  
National Alumni Association  
University of Dayton  
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DAYTON, Ohio, May 23, 1973 --- The 1973-74 Greater Dayton Chapter Board of the University of Dayton's National Alumni Association, in a problem analysis workshop at Bergamo has decided that "service to the alumni" would be the number one priority for the Board during the coming fiscal year. The workshop was directed by Richard Strathern, a member of the Alumni Board and director of his own management and problem-solving firm.

It was the second such program for a Greater Dayton Board. A year ago the 18-member Board determined that solidification of Board structure, an analysis of the Board's needs and some programming should be carried out in the 1972-73 year. At the close of the year it was felt that an update workshop should be conducted by Strathern in an effort to pinpoint the Board's primary function for 1973-74.

"The Board has to have a reason for being," says Robert Strange, '71, new President. "Because of changing attitudes among alumni throughout the country alumni groups must address themselves to new strategies in an effort to maintain the interest of the graduates in their university."

"We feel that service to them as our primary reason for being will bring greater benefits for the alumni themselves, their university and the Greater Dayton Board," he continued. "Our next function is to assess the needs of the some 9,000 alumni in the Greater Dayton area and develop programs and projects which will benefit them."

The group maintained the officers' structure and the four committees of management, finance, marketing and programming. However, the actual operation of the Board will center around projects with a project leader and group members from the four committees.

The first selected project was Homecoming with Paul Ley again serving as project leader and Joe Murray his assistant. Other projects will be developed when the needs assessment survey is complete.